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September 25, 1996

To: Key Account Managers
Account Managers
Division Managers
Sales Representatives

Subject: '96 Retail Accrual

Ladies and Gentlemen,

Through September 24, 1996 the Region has spent 55% of the Retail Accrual funds available for Field Sales execution. 73% of the funds targeted against independent calls is spent vs. 28% for our chain divisions. I am aware of the specific chains holding our spending down.

Use of these funds has increased significantly over the last few months. Our plan for the remainder of the year is as follows:

- Available funds by account needs to be determined and a plan put in place to utilize for full price defense.
- Execute the plan at retail and pay prior to year end. Preferably during the October through November period.
- There will be **NO** carryover spending into 1997 as we have had during previous years. All plans need to be executed and paid for during 1996.

I have attached a summary of your operating units for each Division Manager and Key Account Manager. Please ensure that this valuable resource is utilized as outlined above.

Sincerely,

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F. V. Natale
cc: B. Roth
S. R. MacLeod

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